MORE ACCESSIBILITY, NEW USAGE
IN A DIGITAL ERA: CULTURE FOR EVERYONE?

4 – 6 NOVEMBER AVIGNON, PALAIS DES PAPES
Welcome to this third edition of the Forum d’Avignon! This year, thirty nationalities, forty professions and fields of activity, 400 participants from all over the world including about a hundred international students representing prestigious universities and schools, are getting together for an original dialogue between culture and economy. Between private and public key players, between technology and creation, between attractiveness and culture, these meetings will unveil the technological illusions and mark the boundaries of the opportunities resulting from innovation and the development of digital technologies and the Internet. Debates will, this year, be introduced by four exclusive studies realized for the Forum d’Avignon by international consulting firms and enriched all year long by task forces gathering sponsors, partners and experts.

By questioning the increase of accessibility and the upsurge of new usages in a digital era, the Forum relaunches the messianic ambition of “culture for everybody” foreseen by André Malraux, to become “culture for everyone”.

From 2000 on, the sociologist Manuel Castells wrote: «Networks constitute the new social morphology of our societies, and the diffusion of networking logic substantially modifies the operation and outcomes in processes of production, experience, power, and culture». It is then up to us to seize the network, to tame it, to create an open and multidisciplinary forum out of it: for the sake of the creative culture and economy of tomorrow.

Enjoy the Forum and the debates.

Nicolas Seydoux

Members of the Board of Forum d’Avignon
Nicolas Seydoux, President
Hervé Digne, Vice President, Axel Ganz, Vice President, Emmanuel Hong, Renaud Donnedieu de Vabres, Jean-Jacques Arnaud, Patricia Barbizet, Laurent Brancoli, Gaëlle Roux, Emmanuel Chaim, Laurence Franceschini, Georges-François Hirsch, Alain Kouch, Véronique Morali, Pascal Ropard.

THE CULTURAL STRATEGIES FOR THE ATTRACTIVENESS OF TERRITORIES
Moderated by Axel Ganz
Presentation : Jean-Pascal Vendeville, Ineum Consulting

FRIDAY, NOVEMBER 5TH

8.30 am Welcoming of the participants at the Congress Center of the Palais des Papes
9 am – 10.55 am Session More accessibility, new usage in a digital era: culture for everyone?
10.55 am Break
11.15 am – 12.40 pm Session More accessibility, new usage in a digital era: culture for everyone?
12.40 pm – 2.30 pm Lunch, Jeanne Laurent room
2.30 pm Concert Playing For Change, hosted by Vivendi
3 pm – 5.15 pm Session From free to pay
5.30 pm – 8 pm As one chooses (transfers organized):
6.00 pm – 8.15 pm: Debate at the University of Avignon, Culture and economic performance: Which strategies to support employment and the development of territories?
or
6.00 pm – 8.00 pm: Visit of the Exhibition Terra-Mare Miquel Barceló at the Collection Lambert, or
6.00 pm – 8.00 pm: Visit of the Palais des Papes, continuation of the exhibition Miquel Barceló.

8.45 pm Dinner ‘Chefs of the region’, Palais des Papes, Grand Tinel.

SATURDAY, NOVEMBER 6TH

9 am – 10 am The lab of the Forum d’Avignon
10 am Break
10.20 am – 12.10 pm Session The digital book: toward a value-creating model?
12.15 pm – 12.30 pm Works and perspectives of the Forum d’Avignon
12.30 pm – 2 pm Lunch, Jeanne Laurent room
2 pm – 2.30 pm Plantu sketches the Forum d’Avignon
2.30 pm – 4 pm Session Media and telecommunications: how will the digital companies of the Future be created?
4 pm The plea of the Forum d’Avignon: Investing in Culture
5 pm Transfer to the Avignon TGV station
5.49 pm Departure of the dedicated high speed train n°27732, Avignon – Paris Gare de Lyon. (arrival time in Paris 8.28 pm)

Coordinated by Christian Etienne and Pierre Hermé, the Chefs pass on their passion and know-how on the occasion of a Masterclass to the student of the Hotel School of Avignon, who will be preparing the meals with them.
The possibility of broadcasting and instantly make available information and culture could concretize André Malraux’s dream of culture for everyone. But this movement threatens this horizon as much as it unveils it: on the economic level, it unhinges the financing of creation and information; on the political level, it could create monopolies in opposition with the need for pluralism and diversity; finally, on the cultural level, it generates new illiteracies by demanding knowledge and unseen abilities from individuals to manage orientating themselves in such a flood of information.

MORE ACCESSIBILITY, NEW USAGE IN A DIGITAL ERA: CULTURE FOR EVERYONE?

Arjun Appadurai, anthropologist of globalization, NYU

Neelie Kroes, Vice President - digital strategy, European Commission

Debate moderated by Maurice Lévy, Chairman and CEO, Publicis Groupe

How is the market of cultural ‘apps’ structuring itself? What are the disruptive behaviors? Group purchasing, participation in brands’ activities, choosing a brand according to its values, getting an overview before buying online, co-opting and advising, protecting one’s personal details, make one’s own promotion,… What is a disruptive economic strategy? Distribution’s models, access to offers, ‘multichannel’ and group offers, articulation between long term and short term… How do they influence the field of Culture and its economy?

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Play for Change, hosted by Vivendi

Recording and gathering artist voices discovered randomly in the street and on the occasion of travels, the collective ‘Playing for Change’ uses new technologies and the Internet to associate talents, visions and innovative experiences and share them with a previously unreachable public.

The opportunity of discovering these artists of ‘Playing for Change’ offered by Vivendi within the framework of its partnership with the Forum d’Avignon. This project is supported by Universal Music Group promoting the dialogue between cultures as a vector of peace and an inspiring source of creativity for artists.

FROM FREE TO PAY

Under what conditions could ‘paying’ business models resist the users’ reflex to prefer free content?

Considering the dematerialization of financial flows in the field of culture, notably on the Mobile Internet, what are the conceivable alternatives to the ‘all free’? What are the new means of payment? Under what conditions is it possible to monetize cultural contents: subscription, fee for service? Who should issue the prices? How can marginal gratuitousness be taken into account? What are the symbolic thresholds from which monetization is possible? What role could the telecommunication providers, the cultural industries and the banks play in the management of the means of payment?

3.20 pm - 5.15 pm SESSION

Moving from free to pay:

- Are the pieces finally coming together for M&E companies?
- The fast-growing and disruptive technologies have fundamentally changed the consumer usages and the rules and the business models in the media and cultural industries. If the online payment is growing, the free Internet myth is well ingrained. Ernst & Young survey proposes an international analysis of consumption habits in 12 countries (Germany, Brazil, China, South Korea, Spain, USA, France, India, Italy, Japan, UK and Russia). What are the lessons learnt on the propensity to consume and propensity to pay online? What are the consumer motivations to pay for online cultural services? How to restore the consumer’s perception of value? Why and how micropayment is reemerging as a monetization strategy for content providers?
- Interviews with economists and executives from leading media companies have enabled Ernst & Young to make the following proposals: to imagine offers in line with new consumer usages; to re-invent, with new partners (telecom, technology and banking players), a pricing policy based on the concept of micro transaction and on the idea that media content bundles will not be products but services; to adapt payment and management systems to make the new business models work.

3.35 pm OUTLOOKS

Jean-Bernard Lévy, Chairman of the Board, Vivendi

Hartmut Ostrowski, Chairman of the Board, Bertelsmann

4.00 pm LAUNCHING OF THE DEBATE WITH:

Vincent de la Bachelerie, Emitt&Young; Milad Doueihi, University of Glasgow; Serge Hayat, President PeopleForCinema, director Media chair at ESSEC; Ignasi Guardans, Managing director ICCA; Alain Susfeld, Managing Director UGC.

5.30 pm TRANSFER AS ONE CHOOSES

(ground transfers are organized for the outward and return journey)

(University of Avignon - Debate or Collection Lambert - visit of the exhibition Terra-Mare Miquel Barceló) in the presence of the artist or Palais des Papes, visit of the Palais des Papes and continuation of the exhibition Terra-Mare Miquel Barceló.

UNIVERSITY OF AVIGNON

6 pm OPENING

Christine Lagarde, Minister of Economy, Industry and Employment, France

Frédéric Mitterrand, Minister of Culture and Communication, France

6.45 pm - 8.15 pm SESSION

CULTURAL ATTRACTIVENESS AND ECONOMIC PERFORMANCE: WHAT JOBS, WHAT STRATEGIES FOR CITIES AND TERRITORIES?

The world’s cities get together at the 2010 Forum d’Avignon for the second edition of the barometer on the cultural attractiveness of territories.

What is the role of culture as a determining factor of attractiveness and performance within a context of international competition between territories (soft power)? Is the competition between cultural centers reciprocally advantageous or is it resulting in a shifting of the areas of influence in an always more globalised economy (‘win-win game’)? How does globalization impact the cultural offer? What place does it leave to local productions?

Is the cultural sector durably generating activity and employment? To what extent do creative jobs participate in the development of other economic fields of activity? How could culture become a determining factor in the localization of economic activity?

Is it then possible to sketch out what are the conditions for a successful attraction strategy based on culture?

6.45 pm THE STUDY

Culture and economic performance: Which strategies to support employment and the development of territories?

The Insem Consulting/Kurt Salmon 2010 study for the Forum d’Avignon analyzes the interrelation between culture and the economic performance of territories. The analysis of a 47 international cities panel confirms the economic importance of the cultural sector (4.4% of the panel’s employment), and suggests that territories focusing on culture have a lower and decreasing unemployment rate. The selection of the fields of activity and the cross-sectorial cooperation are two key factors in the success of cultural strategies. The capability of training and education in culture constitutes a competitive asset as well; it is however not sufficient to ensure local employability. These results lead to several outlooks:

- How can new ways of cooperation be developed between private and public sector, universities and private corporations?
- How to open up the fields of study to foster creativity, improve the integration into working life, and attract businesses?
- How can culture and local heritage be promoted through digital technologies and big events?

7 pm OUTLOOKS

Prof. Dr. Oliver Scheytt, Managing director, Ruhr 2010

Lulama Xingwana, Minister of the Arts and Culture, Republic of South Africa

LAUNCHING OF THE DEBATE WITH:

Alain Seban, President of the Centre Pompidou; Philippe Augier, Mayor of Deauville; Didier Fusillier, Director Lille 3000; Allen J. Scott, Professor.

8.45 pm DINNER ‘chefs of the region’, Palais des Papes, Grand Tinel, prepared by Bruno d’Angelet, Serge Chenet, Pascal Ginoux, and Christian Peyre and coordinated by Christian Etienne
**The Digital Book: Toward a Value-Creating Model?**

What is the role of eBooks on reading practices? Will the eBook encourage a long-extended time of reading rather than a fragmented one? What are the impacts of eReaders on behaviors: reading, purchase, conservation? Are we going toward a disposable culture? What are the consequences on our relationship to the cultural object? Is the eBook introducing a new dependence to manufacturers? Could the shift from printed to new digital terminals potentially be value-creating for the cultural and media-related ecosystems? Is it going to foster the development of a new relationship between consumers and printed media, notably through new perceptions of the different types of content, online payments, book clubs and networking practices?

**Outlooks**

- David Drummond, Senior VP, Firm development and law, Google
- Antoine Gallimard, President Editions, Gallimard, President of the National Publishers commission

**Launching of the Debate With:**

- Christine Albanel, Executive Vice President, Communication, Philanthropy, Content Strategy of Orange
- Giulio Milani, Managing Director and Founder, Internet Slowbook Farm
- Alain Kouch, Managing Director of Edilis
- Nicolas Georges, Assistant Director of the Books and reading department of the French Ministry of Culture and Communication
- François Benhamou, Professor, economist (France)

**12:15 pm The Works of the Forum d’Avignon**

After two days of debates, a synthesis of the standpoints, proposals, highlights and working sessions carried out all year long by the task forces of the Forum d’Avignon.

- Hervé Digne, Vice President of the Forum d’Avignon

**12:20 pm Perspectives**

The cultural heritage exists through the discourse held by a generation on its past. In this beginning of 21st century, the online practices brought back into fashion our heritage to redefine the conditions of access to culture. How do books, music, theatre, fine arts take over the new forms of digital expression? Will new Internet practices allow the establishment of an online living shared culture and its renewal? Is a culture common to all Internet users emerging, bringing to a whole the creation inherited from arts and techniques history?

- Louis Schweitzer, honorary President of Renault and President of the Forum d’Avignon

**12:30 pm Lunch, Jeanne Laurent room, prepared by Christian Etienne**
HOW WILL THE DIGITAL COMPANIES OF THE FUTURE BE CREATED?

Digital technologies, particularly telecommunications networks, connected terminals and online services, open new horizons for creation and the creative industries by affecting more and more multiple audiences in an individualized way. Yet, they promoted the development of copyright theft and concentrate a large proportion of networks’ capacity and economic resources. How will the market of contents structure itself, between service publishers and telecommunications firms? What new partnerships could the media, telecoms and services editors build to finance the production of content? Between innovative experiments on offers and services, and support for industrial policies, what are the conditions for the large digital groups of the Future to emerge?

Ebooks were the core of the debates during this morning of November the 6th. Another way of writing is now offered by Plantu, made of pencil and spirit to tell – in another way- the 2010 edition of the Forum d’Avignon. Thinking through drawing or drawing for thinking: a way to unveil the common facets of arts and ideas.

THE STANDPOINTS

Jaume Roures, Founding Shareholder, MediaPro
Joi Ito, CEO of Creative Commons

LAUNCHING OF THE DEBATE WITH:

Mahesh Bhatt, Indian Film Director; Sana Ghennima, PDG SANABIL MED S.A; Alexandre Michelin, Director MSN Europe; Aton Soumache, producer.

FOR ANY LOGISTICAL QUESTION

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INVESTING IN CULTURE

Androulla Vassiliou, European Commissioner in charge of Education, Culture, Multilingualism, Sport, Media and Youth

Frédéric Mitterrand, Minister of Culture and Communication, France

2.00 pm PLANTU SKETCHES THE FORUM D’AVIGNON

Plantu, cartoonist

2.30 pm - 4 pm SESSION

HOW WILL THE DIGITAL COMPANIES OF THE FUTURE BE CREATED?

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4 pm THE PLEA OF THE FORUM D’AVIGNON

INVESTING IN CULTURE

Androulla Vassiliou, European Commissioner in charge of Education, Culture, Multilingualism, Sport, Media and Youth

Frédéric Mitterrand, Minister of Culture and Communication, France

5.00 pm TRANSFER to the Avignon TGV station

5.49 pm DEPARTURE of the dedicated high speed train n°27732
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SAVE THE DATES

FORUM D’AVIGNON 2011

THE 4TH EDITION OF THE INTERNATIONAL MEETINGS OF THE FORUM D’AVIGNON WILL BE HELD ON NOVEMBER 2011, 17 – 19 IN AVIGNON, PALAIS DES PAPES

MEDIA PARTNER

Download our studies, videos and analysis on www.forum-avignon.org

The team of the Forum d’Avignon warmly thanks for their support the Ministry of Culture and Communication, the partners and benefactors of the Forum d’Avignon and the Ministry of Economy, Industry and Employment, the town of Avignon.